

# ORDER



**Orders**

**Order / Rev:** 710471

**Alt Order #:** 6278654

**Product Desc:**

**Estimate:** 1536

**Flight Dates:** 09/04/12 - 09/10/12

**Original Date / Rev:** 09/07/12 / 09/07/12

**Order Type:** Political

**WKYC**

**Primary AE:** Joe Knauer

**Sales Office:** T-WAS

**Sales Region:** NAT

**Agency**

**Name:** Greer Margolis Mitchell/ Pol

**Buying Contact:**

**Billing Contact:**

3050 K St NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** WEEKLY

**Agency Commission:** 15%

**Advertiser**

**Name:** Obama For America

**Demographic:** A25-54

**Product Codes:** PL-Presidential

**Priority:** P-5

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	139	\$99,350.00	\$84,447.50
09/10/12	09/16/12	13	\$6,200.00	\$5,270.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	152	\$105,550.00	\$89,717.50	0.00
<b>Totals</b>	<b>152</b>	<b>\$105,550.00</b>	<b>\$89,717.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/04/12	09/10/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-----	:30	0	\$250.00	P-5	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$250.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$250.00		0.00			
2	WKYC	09/04/12	09/10/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-----	:30	0	\$100.00	P-5	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$100.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$100.00		0.00			
3	WKYC	09/04/12	09/10/12	Tonight Show Tonight Show	CM	1135p-1237a	-----	:30	0	\$650.00	P-5	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$650.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$650.00		0.00			
4	WKYC	09/04/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-----	:30	0	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$150.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$150.00		0.00			
5	WKYC	09/04/12	09/10/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-----	:30	0	\$300.00	P-5	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$300.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$300.00		0.00			

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/04/12	09/10/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-----	:30	0	\$300.00	P-5	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/10/12-09/16/12		Late Night		1237a-136a	M-----	:30		<del>(\$300.00)</del>		0.00	NM		
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
6	WKYC	09/04/12	09/10/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-----	:30	0	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4				\$150.00		0.00			
	Week:	09/10/12	09/16/12	M-----		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/10/12-09/16/12		M-F 11a-1230p		11a-1230p	M-----	:30		<del>(\$150.00)</del>		0.00	NM		
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
7	WKYC	09/04/12	09/10/12	Last Call Last Call w/Carson Daly	CM	135a-205a	-----	:30	0	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4				\$100.00		0.00			
	Week:	09/10/12	09/16/12	M-----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/10/12-09/16/12		Last Call		135a-205a	M-----	:30		<del>(\$100.00)</del>		0.00	NM		
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
8	WKYC	09/04/12	09/10/12	M-F 2-3p Rachel Ray	CM	2-3p	-----	:30	0	\$175.00	P-5	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4				\$175.00		0.00			
	Week:	09/10/12	09/16/12	M-----		1				\$175.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/10/12-09/16/12		M-F 2-3p		2-3p	M-----	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
9	WKYC	09/04/12	09/10/12	M-F 3-4p The Doctors	CM	3p-4p	-----	:30	0	\$200.00	P-5	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		6				\$200.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$200.00		0.00			
10	WKYC	09/04/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-----	:30	0	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		6				\$300.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$600.00		0.00			
11	WKYC	09/04/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	-----	:30	0	\$600.00	P-5	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		5				\$600.00		0.00			
	Week:	09/10/12	09/16/12	M-----		1				\$600.00		0.00			
12	WKYC	09/04/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-----	:30	0	\$1,200.00	P-5	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		6				\$1,200.00		0.00			
	Week:	09/10/12	09/16/12	M-----		1				\$1,200.00		0.00			
13	WKYC	09/04/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-----	:30	0	\$600.00	P-5	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		8				\$600.00		0.00			
	Week:	09/10/12	09/16/12	M-----		2				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	NKYC	09/10/12-09/16/12		M-F 6-7a		6a-7a	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29															
N14	WKYC	09/04/12	09/10/12		CM	M-Su 6:28p-7p	-----	:30	0	\$2,000.00	P-5	0.00	NM	5	\$10,000.00

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Nightly News															
Nightly News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTFSS	6		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	09/03/12-09/09/12		Nightly News	M-Su 6:28p-7p		- TWThFSaSu	:30	<del>(\$2,000.00)</del>	0.00	NM				
See MG 17.6															
[Prgrm Change] notre dame															
Week:		09/10/12	09/16/12	M- - - - -	1		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
7	NKYC	09/10/12-09/16/12		Nightly News	M-Su 6:28p-7p		M- - - - - - -	:30	<del>(\$2,000.00)</del>	0.00	NM				
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
8	NKYC	09/10/12-09/16/12		Nightly News	M-Su 6:28p-7p		M- - - - - - -	1:00	<del>(\$4,000.00)</del>	0.00	NM				
Ⓜ Credited															
9	NKYC	09/10/12-09/16/12		M-F 7-730p	7-730p		M- - - - - - -	1:00	<del>(\$2,400.00)</del>	0.00	NM				
Ⓜ Credited															
10	NKYC	09/09/12-09/09/12		NFL Regular Season Football	NFL Football		- - - - - - - Su	1:00	<del>(\$16,000.00)</del>	0.00	NM				
Ⓜ Credited															
11	NKYC	09/10/12-09/16/12		Late Night	1237a-136a		M- - - - - - -	1:00	<del>(\$600.00)</del>	0.00	NM				
Ⓜ Credited															
12	NKYC	09/10/12-09/16/12		M-F 2-3p	2-3p		M- - - - - - -	1:00	<del>(\$350.00)</del>	0.00	NM				
Ⓜ Credited															
13	NKYC	09/10/12-09/16/12		M-F 11a-1230p	11a-1230p		M- - - - - - -	1:00	<del>(\$300.00)</del>	0.00	NM				
Ⓜ Credited															
14	NKYC	09/10/12-09/16/12		Last Call	135a-205a		M- - - - - - -	1:00	<del>(\$200.00)</del>	0.00	NM				
Ⓜ Credited															
15	NKYC	09/03/12-09/09/12		LN (M-Su)	11P-1135P		- TWThFSa- -	1:00	<del>(\$2,400.00)</del>	0.00	NM				
Ⓜ Credited															
16	NKYC	09/03/12-09/09/12		EN (Sa-Su)	6P-7P Sa/Su		- - - - - - SaSu	1:00	<del>(\$2,400.00)</del>	0.00	NM				
Ⓜ Credited															
17	NKYC	09/03/12-09/09/12		Su 12-1230p	12-1230p /Su		- - - - - - - Su	1:00	<del>(\$600.00)</del>	0.00	NM				
Ⓜ Credited															
18	NKYC	09/03/12-09/09/12		Browns Pre-Game Huddle	1130a-12p		- - - - - - - Su	1:00	<del>(\$2,400.00)</del>	0.00	NM				
Ⓜ Credited															
19	NKYC	09/03/12-09/09/12		Notre Dame Football	Notre Dame Footb		- - - - - - Sa- -	1:00	<del>(\$800.00)</del>	0.00	NM				
Ⓜ Credited															
20	NKYC	09/10/12-09/16/12		Mon Prime Other	Various		M- - - - - - -	1:00	<del>(\$10,000.00)</del>	0.00	NM				
Ⓜ Credited															
15	WKYC	09/04/12	09/10/12	M-F 7-730p	CM	7-730p	- - - - - - -	:30	0	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF- - -	6		\$1,200.00		0.00						
Week:		09/10/12	09/16/12	M- - - - -	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
7	NKYC	09/10/12-09/16/12		M-F 7-730p	7-730p		M- - - - - - -	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20															
N16	WKYC	09/04/12	09/10/12	M-F 7-9a Today	CM	7a-9a	- - - - - - -	:30	0	\$600.00	P-5	0.00	NM	18	\$10,800.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF- - -	16		\$600.00		0.00						
Week:		09/10/12	09/16/12	M- - - - -	4		\$600.00		0.00						

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WKYC	09/04/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	-----	:30	0	\$600.00	P-5	0.00	NM	18	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		4				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
17	NKYC	09/10/12-09/16/12		M-F 7-9a Today		7a-9a	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
		See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29													
20	NKYC	09/10/12-09/16/12		M-F 7-9a Today		7a-9a	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
		See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29													
21	NKYC	09/10/12-09/16/12		M-F 7-9a Today		7a-9a	M-----	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
22	NKYC	09/10/12-09/16/12		M-F 7-9a Today		7a-9a	M-----	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
23	NKYC	09/10/12-09/16/12		M-F 5-6a		5a-6a	M-----	1:00		<del>(\$700.00)</del>		0.00	NM		
		(M) Credited													
24	NKYC	09/10/12-09/16/12		M-F 6-7a		6a-7a	M-----	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
25	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	M-----	1:00		<del>(\$500.00)</del>		0.00	NM		
		(M) Credited													
26	NKYC	09/03/12-09/09/12		SS 9-1030a		9a-1030a Sa/Su	-----SaSu	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
27	NKYC	09/03/12-09/09/12		SS 9-1030a		9a-1030a Sa/Su	-----SaSu	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
28	NKYC	09/03/12-09/09/12		SUN TDY		8a-9a	-----Su	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
29	NKYC	09/03/12-09/09/12		SAT TDY		7a-9a	-----Sa--	1:00		<del>(\$1,200.00)</del>		0.00	NM		
		(M) Credited													
17	WKYC	09/04/12	09/10/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-----	:30	0	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--		4				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	09/03/12-09/09/12		M-F 730-8p		730-8p	-TWThF----	:30		<del>(\$750.00)</del>		0.00	NM		
		See MG 17.6 [NA D/T GAME]													
6	NKYC	09/09/12-09/09/12		NFL Regular Season Football		NFL Football	-----Su	:30		<del>(\$8,450.00)</del>		0.00	NM		
		(M) See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20													
Week:		09/10/12	09/16/12	M-----		1				\$750.00		0.00			
18	WKYC	09/04/12	09/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-----	:30	0	\$250.00	P-5	0.00	NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--		8				\$250.00		0.00			
Week:		09/10/12	09/16/12	M-----		2				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
9	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	M-----	:30		<del>(\$250.00)</del>		0.00	NM		
		See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29													
19	WKYC	09/04/12	09/10/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-----	:30	0	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--		7				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/03/12-09/09/12		LN (M-Su)		11P-1135P	-TWThFSa--	:30		<del>(\$1,200.00)</del>		0.00	NM		
		See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20													
Week:		09/10/12	09/16/12	-----		0				\$1,200.00		0.00			
20	WKYC	09/04/12	09/10/12	Fri Prime C Fri Prime C	CM	10-11p	-----	:30	0	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1				\$2,000.00		0.00			
Week:		09/10/12	09/16/12	-----		0				\$2,000.00		0.00			

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WKYC	09/04/12	09/10/12	Mon Prime Other Monday Prime Other	CM	Various	-----	:30	0	\$5,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----		0				\$5,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$5,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/10/12-09/16/12	Mon Prime Other		Various	M-----	:30		<del>(\$5,000.00)</del>		0.00	NM		
			See MG 14.8,14.9,14.10,14.11,14.12,14.13,14.14,14.15,14.16,14.17,14.18,14.19,14.20												
22	WKYC	09/04/12	09/10/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su	-----	:30	0	\$1,200.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----SS		2				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	EN (Sa-Su)		6P-7P Sa/Su	-----SaSu	:30		<del>(\$1,200.00)</del>		0.00	NM		
			See MG 17.6												
			[Prgm Change] notre dame												
	2	NKYC	09/03/12-09/09/12	EN (Sa-Su)		6P-7P Sa/Su	-----SaSu	:30		<del>(\$1,200.00)</del>		0.00	NM		
			See MG 14.8,14.9,14.10,14.11,14.12,14.13,14.14,14.15,14.16,14.17,14.18,14.19,14.20												
		Week: 09/10/12	09/16/12	-----		0				\$1,200.00		0.00			
23	WKYC	09/04/12	09/10/12	Browns Insider Browns Insider	CM	SA 1030-11a	-----	:30	0	\$175.00	P-5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$175.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$150.00		0.00			
24	WKYC	09/04/12	09/10/12	EM (M-Su) chris matthews	CM	M-F 4a-9a/SS 4-1 (6:30 AM-7:00 AM)	-----	:30	0	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$300.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$300.00		0.00			
25	WKYC	09/04/12	09/10/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----	:30	0	\$400.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	Notre Dame Football		Notre Dame Footb	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
			See MG 14.8,14.9,14.10,14.11,14.12,14.13,14.14,14.15,14.16,14.17,14.18,14.19,14.20												
		Week: 09/10/12	09/16/12	-----		0				\$400.00		0.00			
26	WKYC	09/04/12	09/10/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----	:30	0	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	SAT TDY		7a-9a	-----Sa--	:30		<del>(\$600.00)</del>		0.00	NM		
			See MG 16.21,16.22,16.23,16.24,16.25,16.26,16.27,16.28,16.29												
		Week: 09/10/12	09/16/12	-----		0				\$600.00		0.00			
27	WKYC	09/04/12	09/10/12	Sat Prime Sat	CM	8P-11P	-----	:30	0	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$900.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$900.00		0.00			
28	WKYC	09/04/12	09/10/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----	:30	0	\$600.00	P-5	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----SS		6				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	SS 9-1030a		9a-1030a Sa/Su	-----SaSu	:30		<del>(\$600.00)</del>		0.00	NM		
			See MG 16.21,16.22,16.23,16.24,16.25,16.26,16.27,16.28,16.29												
	4	NKYC	09/03/12-09/09/12	SS 9-1030a		9a-1030a Sa/Su	-----SaSu	:30		<del>(\$600.00)</del>		0.00	NM		
			See MG 16.21,16.22,16.23,16.24,16.25,16.26,16.27,16.28,16.29												
		Week: 09/10/12	09/16/12	-----		0				\$600.00		0.00			

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WKYC	09/04/12	09/10/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----	:30	0	\$600.00	P-5	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----		0				\$600.00		0.00			
29	WKYC	09/04/12	09/10/12	Meet the Press Meet the Press	CM	1030a-1130a	-----	:30	0	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$2,000.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$2,000.00		0.00			
30	WKYC	09/04/12	09/10/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----	:30	0	\$1,200.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	Browns Pre-Game Huddle		1130a-12p	-----Su	:30		<del>(\$1,200.00)</del>		0.00	NM		
	See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20														
	Week:	09/10/12	09/16/12	-----		0				\$1,200.00		0.00			
31	WKYC	09/04/12	09/10/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----	:30	0	\$300.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	Su 12-1230p		12-1230p /Su	-----Su	:30		<del>(\$300.00)</del>		0.00	NM		
	See MG 14.8, 14.9, 14.10, 14.11, 14.12, 14.13, 14.14, 14.15, 14.16, 14.17, 14.18, 14.19, 14.20														
	Week:	09/10/12	09/16/12	-----		0				\$300.00		0.00			
N32	WKYC	09/04/12	09/10/12	EM (M-Su) hometime	CM	M-F 4a-9a/SS 4-1(- (5:00 AM-5:30 AM)	-----	:30	0	\$125.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/03/12-09/09/12	EM (M-Su)		M-F 4a-9a/SS 4-1(-5:00 AM-5:30 A	-----Su	:30		<del>(\$125.00)</del>		0.00	NM		
	See MG 32.2														
	2	NKYC	09/03/12-09/09/12	EM (M-Su)		M-F 4a-9a/SS 4-1(-5:00 AM-5:30 A	-----Su	1:00		<del>(\$250.00)</del>		0.00	NM		
	Ⓜ Credited														
	Week:	09/10/12	09/16/12	-----		0				\$125.00		0.00			
33	WKYC	09/04/12	09/10/12	EM (M-Su) our world/blk ent	CM	M-F 4a-9a/SS 4-1(- (5:30 AM-6:00 AM)	-----	:30	0	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$125.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$125.00		0.00			
34	WKYC	09/04/12	09/10/12	Football Night in America Football Night In America	CM	Various	-----	:30	0	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----SS		2				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	09/03/12-09/09/12	Football Night in America		Various	-----SaSu	:30		<del>(\$1,000.00)</del>		0.00	NM		
	See MG 17.6														
	[Input Error] SHOW DOES NOT AIR ON SAT														
	Week:	09/10/12	09/16/12	-----		0				\$1,000.00		0.00			
35	WKYC	09/04/12	09/10/12	NFL Regular Season Football NFL Football	CM	NFL Football	-----	:30	0	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$3,500.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$3,500.00		0.00			
36	WKYC	09/04/12	09/10/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----	:30	0	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$600.00		0.00			

Order / Rev: 710471  
 Alt Order #: 6278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama For America  
 Product Desc:  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
36	WKYC	09/04/12	09/10/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	0	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	09/03/12-09/09/12		SUN TDY		8a-9a	-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
	See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29														
	Week:	09/10/12	09/16/12	-----		0				\$600.00		0.00			
37	WKYC	09/04/12	09/10/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	-----	:30	0	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---T---		1				\$3,500.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$3,500.00		0.00			
38	WKYC	09/04/12	09/10/12	Thu Prime A Thu Prime A	CM	8-9p	-----	:30	0	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	---T---		1				\$1,800.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$1,800.00		0.00			
39	WKYC	09/04/12	09/10/12	Tue Prime C Tue Prime C	CM	10-11p	-----	:30	0	\$2,500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/03/12-09/09/12		Tue Prime C		10-11p	-T-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
	See MG 17.6 [breaks cut by net - jh]														
	Week:	09/10/12	09/16/12	-----		0				\$2,500.00		0.00			
40	WKYC	09/04/12	09/10/12	Tues Prime Other Tues Prime Other	CM	Various	-----	:30	0	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		1				\$3,000.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$3,000.00		0.00			
41	WKYC	09/04/12	09/10/12	Wed Prime A Wed Prime A	CM	8-9p	-----	:30	0	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/03/12-09/09/12		Wed Prime A		8-9p	--W-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
	See MG 17.6 [Prgm Change]														
	Week:	09/10/12	09/16/12	-----		0				\$1,000.00		0.00			
42	WKYC	09/04/12	09/10/12	NFL Kickoff Special NFL Kickof Special	CM	Various	-----	:30	0	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$3,500.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$0.00		0.00			
43	WKYC	09/04/12	09/10/12	NFL Regular Season Fo NFL Football	CM	NFL Football	-----	:30	0	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$3,500.00		0.00			
	Week:	09/10/12	09/16/12	-----		0				\$3,500.00		0.00			
45	WKYC	09/04/12	09/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----	:30	0	\$350.00	P-3	0.00	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		8				\$350.00		0.00			
	Week:	09/10/12	09/16/12	M-----		2				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	NKYC	09/10/12-09/16/12		M-F 5-6a		5a-6a	M-----	:30		<del>(\$350.00)</del>		0.00	NM		
	See MG 16.21, 16.22, 16.23, 16.24, 16.25, 16.26, 16.27, 16.28, 16.29														
46	WKYC	09/04/12	09/10/12		CM	430a-5a	-----	:30	0	\$100.00	P-3	0.00	NM	5	\$500.00

**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430a-5a											
				430a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -		4				\$100.00		0.00			
		Week: 09/10/12	09/16/12	M- - - - -		1				\$100.00		0.00			
													Totals	152	\$105,550.00